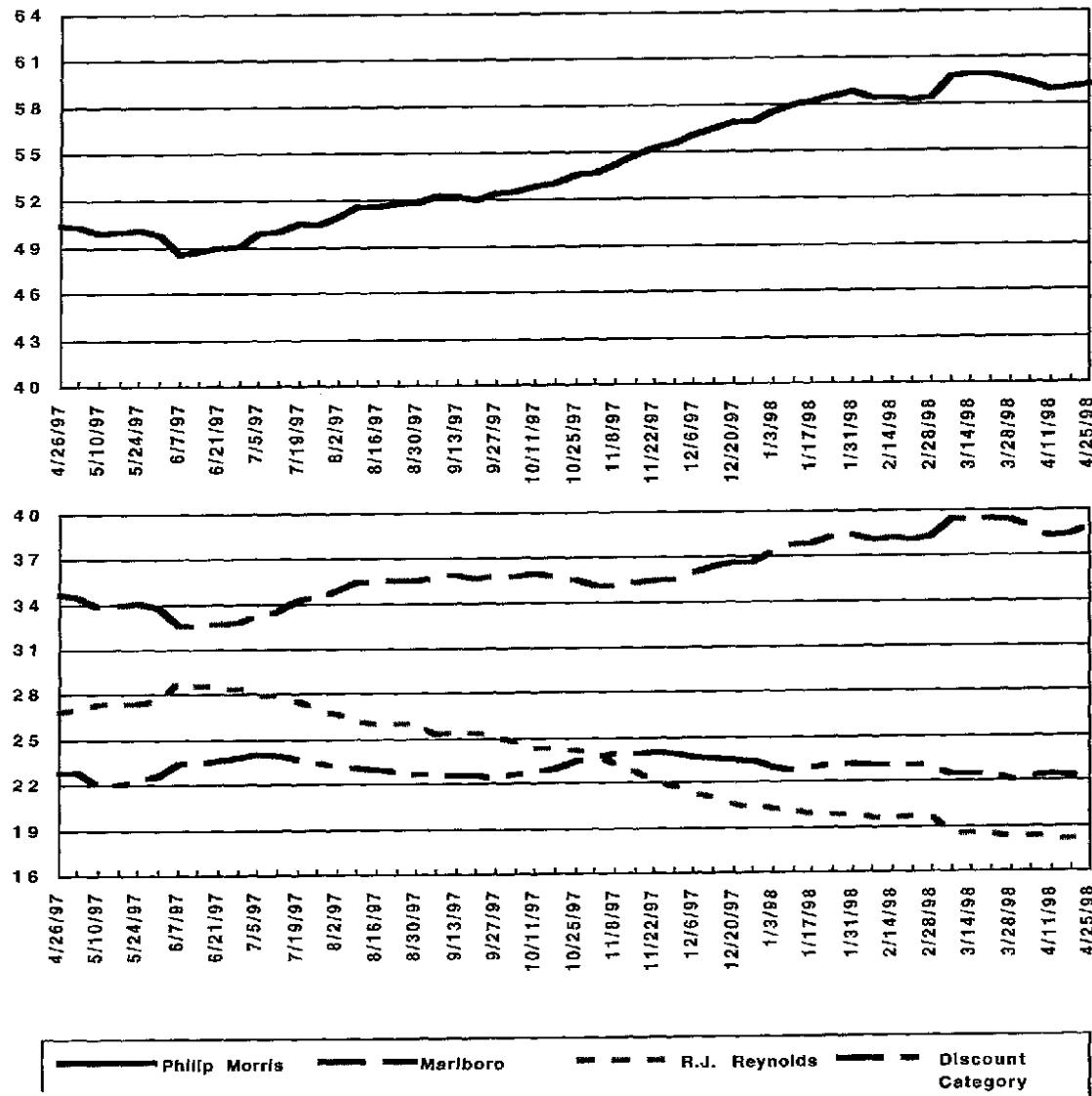


## KMART MINUS SUPER KMART THROUGH W/E 4/25/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	58.86	59.21	52.41	59.88	7.48
Marlboro	38.57	38.93	35.20	39.55	4.35
OPB	10.86	10.51	10.19	10.40	0.21
Basic	7.66	8.04	5.25	8.21	2.96
R. J. Reynolds	19.00	18.15	25.22	18.14	-7.08
Camel	3.30	3.32	4.21	3.32	-0.89
Winston	4.61	4.47	6.12	4.48	-1.64
Doral	3.14	3.00	5.08	3.04	-2.03
B&W	15.18	15.22	15.45	14.80	-0.65
GPC	4.38	4.10	4.60	4.12	-0.47
Lorillard	6.72	7.16	6.50	6.92	0.42
Newport	4.81	5.25	4.27	5.06	0.79
Liggett Group	0.14	0.16	0.26	0.16	-0.10
Premium	77.55	78.19	76.94	78.02	1.08
Private Label	1.59	1.11	1.99	1.06	-0.93
Avg Ind CPW	126.13	122.13	135.51	122.03	-13.48
Avg PM CPW	74.24	72.31	71.01	73.07	2.06
Avg Marl CPW	48.65	47.54	47.70	48.26	0.56
# of Stores	1069	1069	1068	1069	1

Source: STARS Store Level Data

Leadership Accounts Package

2071850290